

Instagram Influencer Tiffany M.

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<https://www.buzzfeednews.com/article/tanyachen/nashville-influencer-claims-smartwater-featured-motorcycle>

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Leipers Fork, Tennessee

tifforelle This is me and my bike about an hour before I got into an accident. If you watched my stories Sunday you know all about it, but if you didn't, here's the scary, magical series of events. A few of us rode down to Leipers Fork Saturday to explore and take pictures. My sweet friend @lindseygracewhiddon was shooting and my OTHER sweet friend @martynmazz was riding while a friend of Lindsey's drove the Jeep. We played around for a couple hours before heading back up to Nashville around 7:30, and on a secluded two lane stretch, I misjudged a curve, took it too fast and my bike went off the road. It slid through the grass and I hit the pavement. I had my helmet on so my head was fine, but I

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EXHIBIT 2: INFRINGEMENT #2

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All of these photos — including some of Mitchen lying on the road being tended to, and one with a bottle of Smartwater — were then shared in a series of Instagram photos accompanied by a lengthy caption.

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... and I hit the pavement. I had my helmet on so my head was fine, but I scraped up my left side. I was in absolute shock laying on the side of the road. Scroll through the pics to see how much of it Lindsey captured! Unreal. I was scared, and relieved, and so thankful I could move all my joints and that I never lost consciousness. My friends were at my side immediately, an ambulance arrived within 10 minutes (CRAZY fast), and sweet strangers loaded my bike onto their trailer to haul it back to my house for me. I was in a haze the entire time. Losing someone in a moto accident makes something like this that much sharper. It brought back a lot of memories from 3 years ago when Mitchen died and I lost everything.

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my wildflowers, but I am feeling so much better," she concluded the long caption.



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loaded my bike onto their trailer to haul it back to my house for me. I was in a haze the entire time. Losing someone in a moto accident makes something like this that much sharper. It brought back a lot of memories from 3 years ago when Kappel died and I in utter devastation had to decide how to move through it all, and whether it was worth it to ever get on a bike again.

We all drove back to my house with a green light from the angels that cleaned me up in the ambulance, sat with our new friends listening to music and laughing until I fell asleep. I felt so comforted. The next day I could barely move I was so sore, and I texted my mom (who raised me on the back of HER motorcycle) to tell

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A lot of people sent her well wishes and flooded her comments with warm


EXHIBIT 2: INFRINGEMENT #4

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...with our new friends listening to music and laughing until I fell asleep. I felt so comforted. The next day I could barely move I was so sore, and I texted my mom (who raised me on the back of HER motorcycle) to tell her what happened. I was so nervous but her response was magic. She asked if I would ever ride again, I said yes. She told me she was so glad I was ok, and that she's had her share of close calls too. Then she said it all, "Life is a gift and an adventure." YESSS. 🥰🙌🏻💕

I'm resting and healing up my arm, and @ianwhitetattoos may need to touch up my wildflowers, but I am feeling so much better and guys, I am beyond grateful.

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However, the comments then became mixed with more critical and cynical